

Gambling Harm Prevention Strategy

With Dr Kelly Feng MNZM

Chief Executive Officer at Asian Family Services



Asian Family Services
Together enriching lives

Presenter Experience

- Dr. Kelly Feng MNZM is a transformative leader driving innovation in mental health, addiction, and gambling harm through pioneering service development, research, and systemic policy change.
- Since 2016, Dr. Kelly Feng MNZM has led AFS from a department within PGF to an independent, nationwide entity - demonstrating her visionary leadership, strategic mindset, and unwavering passion for driving growth and systemic change.
- Established the Asian Mental Health Services at Waitemata HNZ, pioneering psychiatric and clinical psychological consultation alongside cultural support coordination. Her holistic approach enhanced care across a wide spectrum from infant mental health to forensic mental health services.
- Since 2018, Dr. Kelly Feng MNZM has led AFS's research journey, ensuring data-driven insights reflect lived experiences. Under her leadership, AFS has contributed to over 20 research studies. She champions culturally responsive, evidence-based care from concept to delivery.
- By professional training she is a medical doctor and social worker.



Strategy to Prevent and Minimise Gambling Harm 2025/26 to 2027/28

Gambling Harm Strategy for Asian People

Four strategic priorities:

1. Increase access to services and support
2. Grow the gambling-harm workforce (clinical + peer workers)
3. Strengthen prevention and early intervention
4. Improve effectiveness through research, data, monitoring and service evaluation.

Total funding allocated: approximately NZ\$81.36 million over three years, with funding sourced through the problem gambling levy on gambling operators.

Priority Populations

- The Strategy prioritises support for groups disproportionately affected by gambling: Māori, Pacific, **Asian communities**, Young people

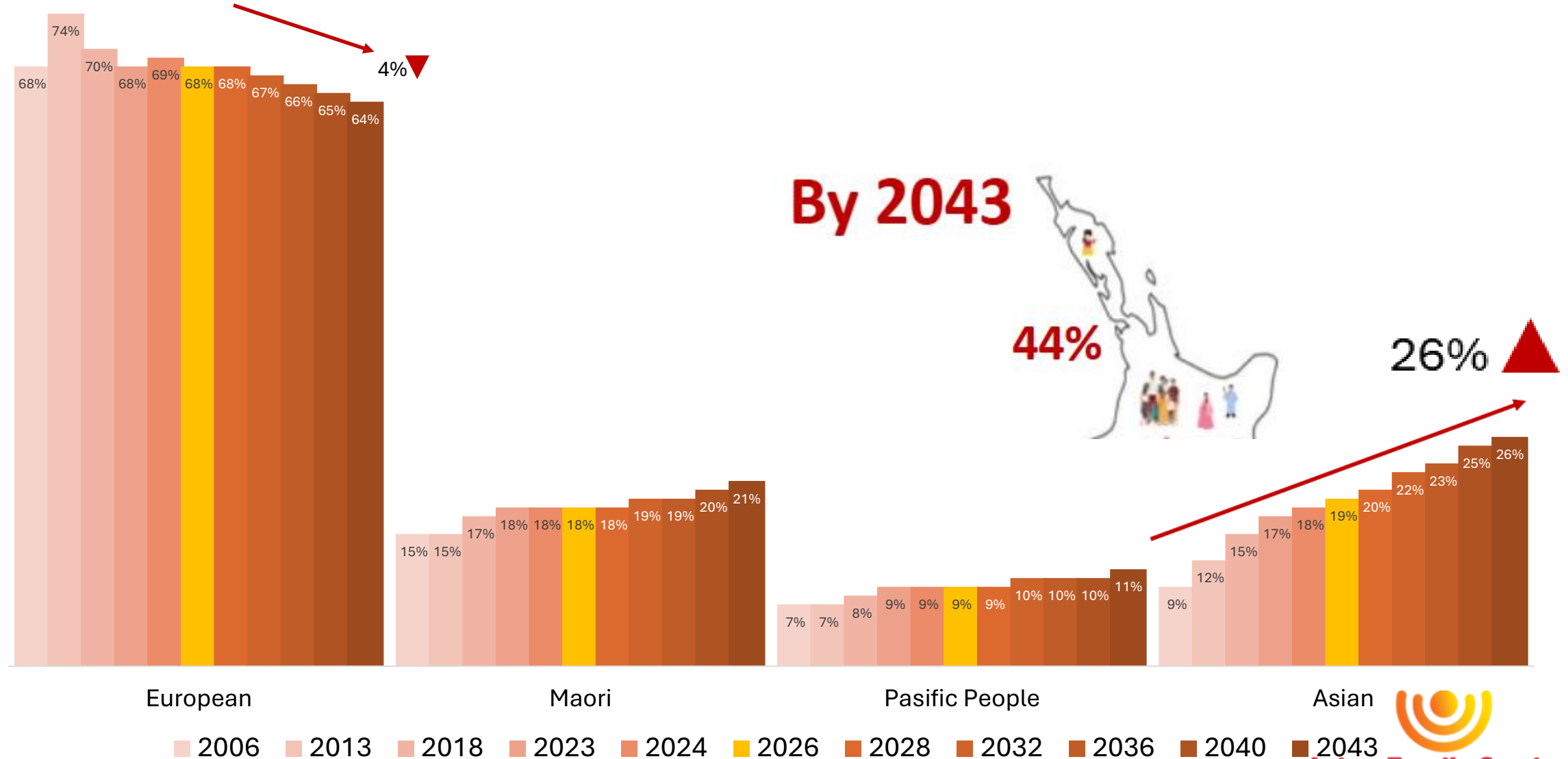
The strategy specifically commits to **culturally tailored** approaches for Asian communities:

- ✅ **Culturally tailored prevention**, early intervention, and treatment services
- 📢 **Public health promotion** targeting Asian languages and cultures
- 💻 **Digital tools** including self-help and brief intervention resources
- 📞 **Asian Helpline** (multilingual counselling & support)
- 👤 **Clinical services** that are culturally and linguistically matched
- 🤝 **Peer support and cultural support services**
- 👩 **Workforce development**: growing an Asian cultural workforce in harm prevention
- 📖 **e-Learning platforms** for **primary mental health** staff, improving confidence in **screening for gambling harm** and referral pathways
- 🚫 **Multi Venue Exclusion** tools strengthened for use within Asian communities



Asian Countries

Asian Population Projection in New Zealand from 2006 to 2043



Gambling activities in the last 12 months

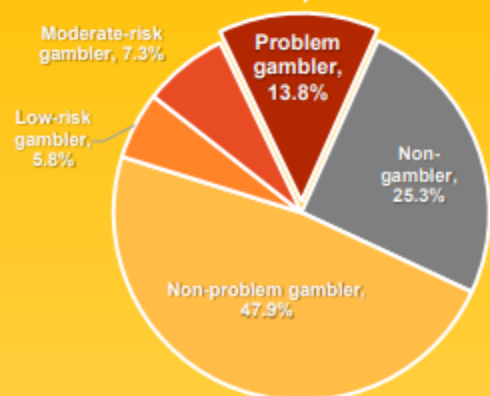
Bought lotto or instant scratch tickets	67.8%
Private games with friends for money	27.7%
Played gaming machines, or pokies	27.6%
Played Casino table games	25.2%
Placed a bet with the TAB	23.9%
Online gambling and gaming	19.7%

According to New Zealand's "The Gambling Act 2003", lotteries, prize competitions and instant games are also classified as parts of gambling. Are you aware of this classification?

Yes 53.5% No 46.5%

Problem Gambling Severity Classification within NZ's Asian Population

Approximately **71,736** NZ Asians are problem gamblers



Distribution of Problem Gamblers (13.8%) by Ethnicity (>3%)

Indian	54.4%
Chinese	15.5%
Filipino	8.7%

Asians perceive that Asian (76.5%) or Maori/Pacific Island (74.1%) gamblers are stigmatised by society to a slightly greater level compared to a European gambler (65.7%).

New Zealand Asian Responsible Gambling Survey



Top 5 Perceived Factors for Developing Gambling Addiction

Lack of financial budgeting/plan	58.6%
Loneliness	49.9%
Job-related stress	48.0%
Certain personality characteristics: being competitive, or impulsive, or over-confident	47.8%
Environmental factors, such as family or friend influence	47.3%

Expressions of Public Stigma about Gamblers with Addiction

Have unrealistic beliefs about winning at gambling	65.9%
Have an addictive personality	61.4%
Are irresponsible with money	57.9%
Are always in debt	51.8%
Are in denial about having a gambling problem	51.7%

Expressions of Self-Stigma about Gambling by Asian Gamblers

Disappointed in yourself	35.5%
Guilt	27.8%
That you lack willpower/self-control	27.0%
Ashamed	26.2%
Weak	21.3%

Top 3 Channels for Seeking Gambling Support

From family or friends	51.3%
Through self-help strategies	34.9%
From a face-to-face support group	27.8%

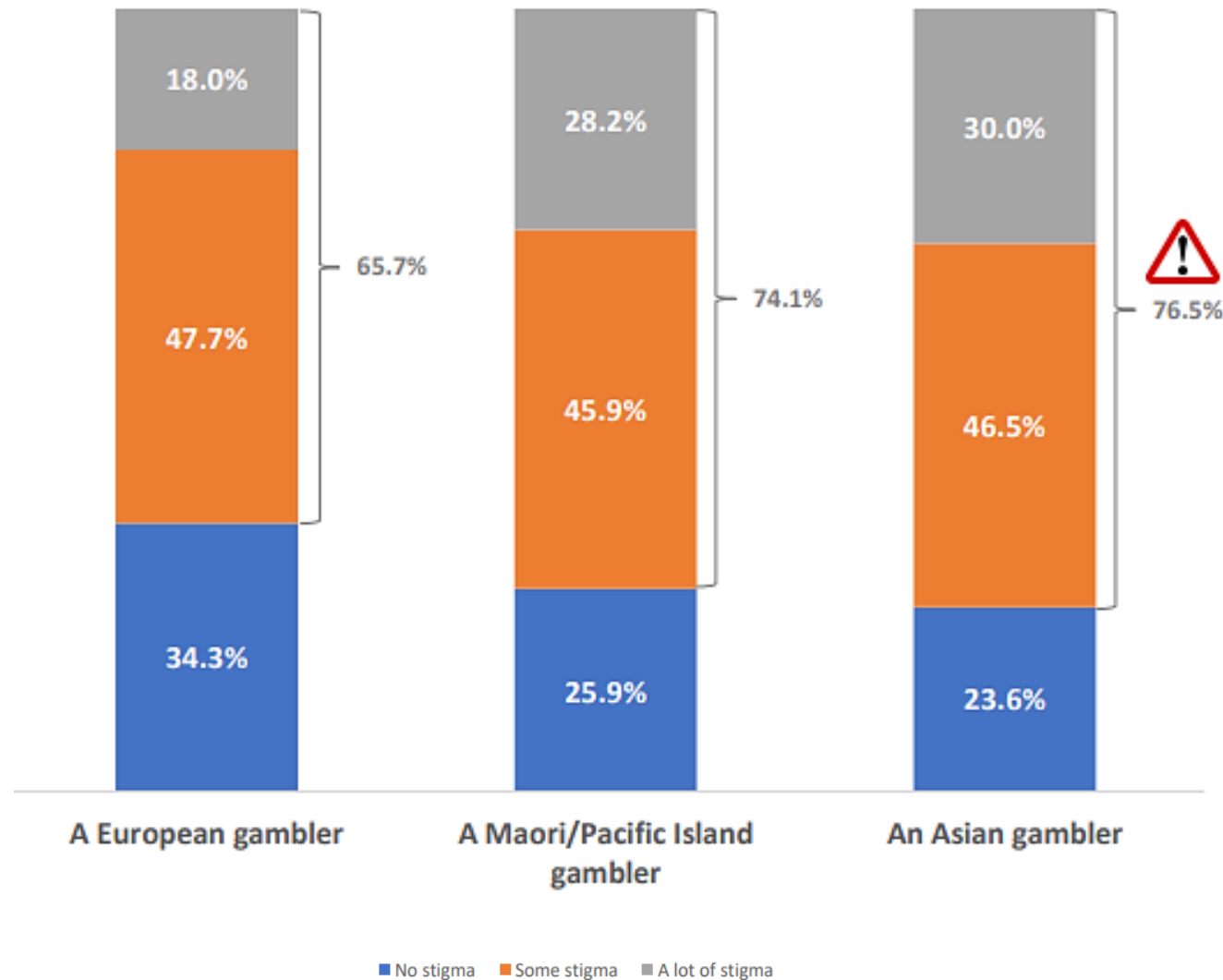
Top 3 Help Seeking Barriers

Lack of awareness regarding the severity of problems	49.3%
Limited knowledge of available services	46.7%
Harmful gambling is hidden due to shame, pride and loss of face	45.5%



Asian Perceptions of Gambling Stigmatisation

Asian people perceive that society has much stronger levels of stigmatization towards gambling.

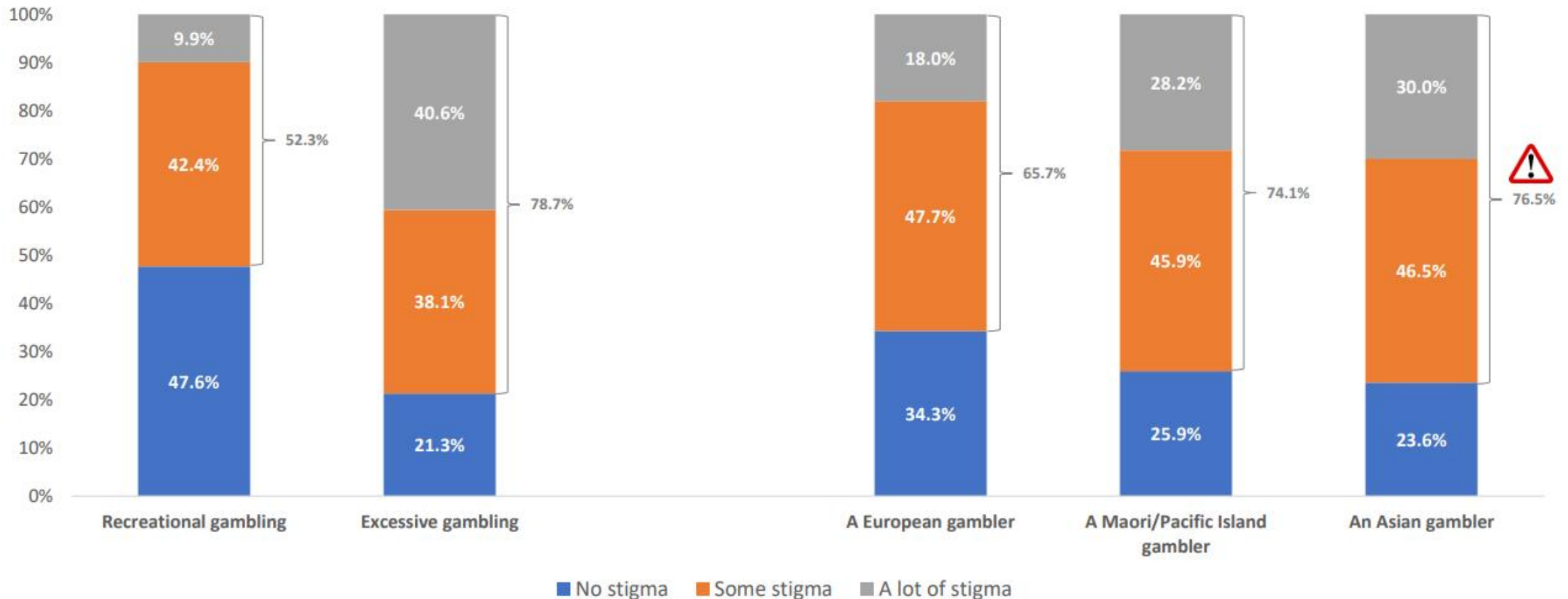


Note: 1. Q15. Stigma means that people are judged negatively by society because of a characteristic or condition that they have. How much stigma do you think society attach to each of the following conditions in New Zealand? Note that this question refers to your perception of other people's views, not your own views.
Base: Total sample

Asians perceive that society has much stronger levels of stigmatisation towards excessive gambling than recreational gambling. They also perceive that Asian or Maori/Pacific Island gamblers are stigmatised by society to a slightly greater level compared to a European gambler.

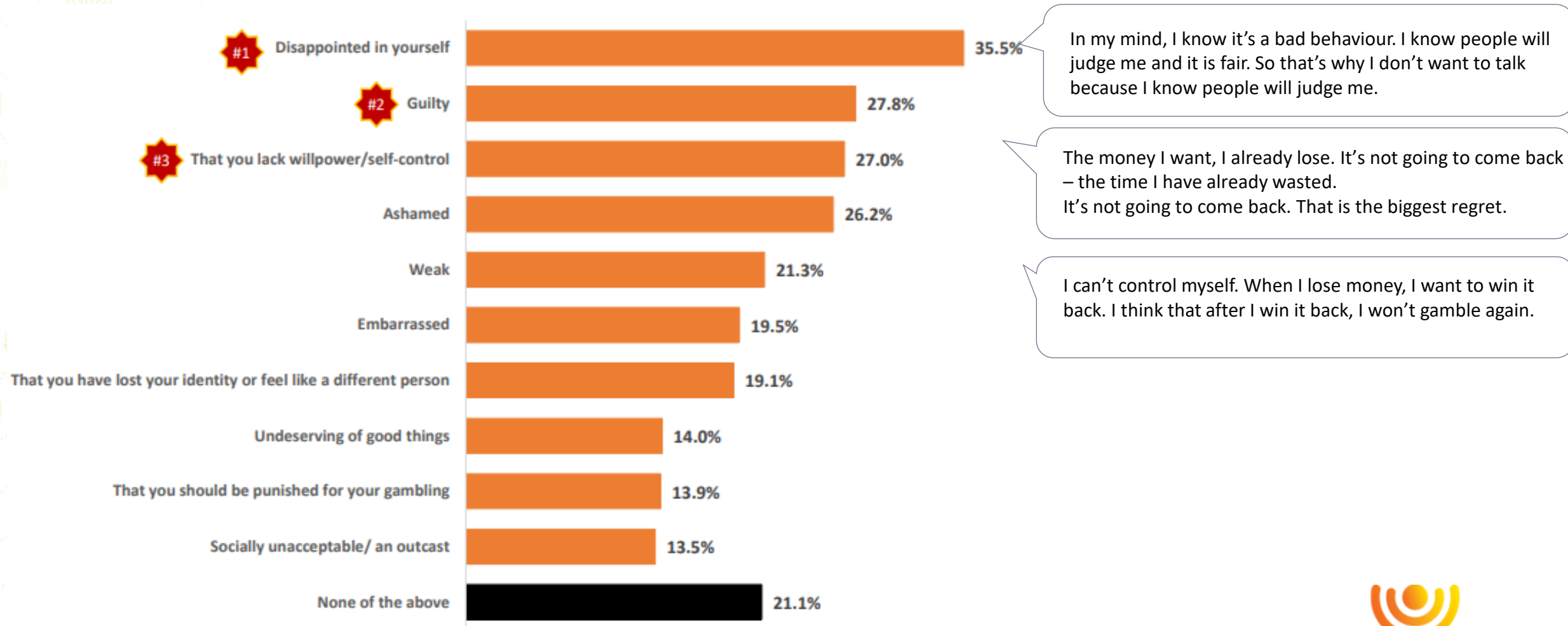
Asian Perceptions of Gambling Stigmatisation¹

5 conditions were tested - How much stigma do you think society attach to each of the following conditions in New Zealand?



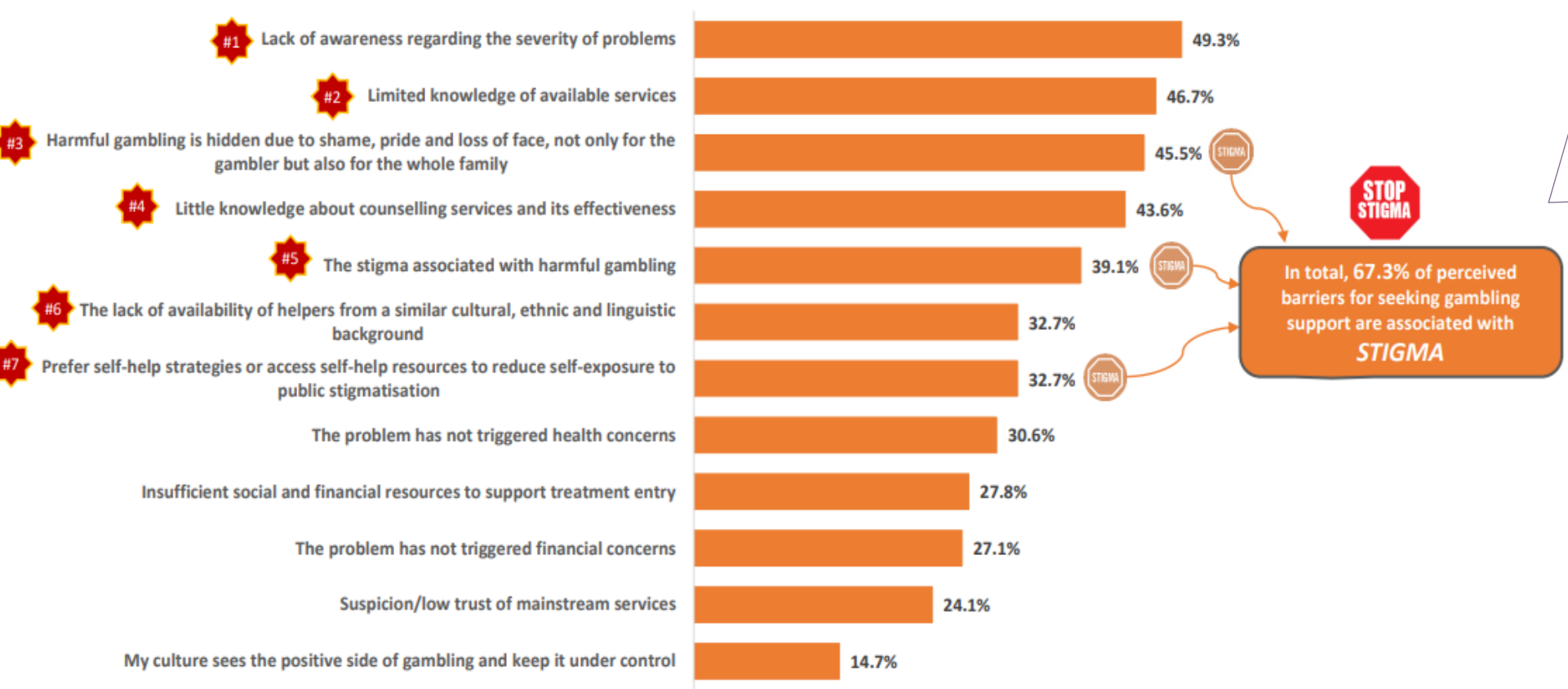
Self-Stigmatisation among Asian Gamblers

78.9% of gamblers experience some form of self-stigmatisation. The top 3 are feeling (1) disappointed in yourself, (2) guilty, and (3) that you lack willpower/self-control.



Perceived Gambling Support Barriers in the Asian Community

- Stigma-related barriers make up two-thirds (67.3%) of all barriers to seeking gambling support.
- At an individual level, stigma-related barriers all fall within the top 7 barriers, which points to its significance in preventing people from seeking help.



My husband refuses to acknowledge his gambling problem, which has caused me great distress. So, I'm seeking help for him through [service provider name]. He never admits he has a problem and doesn't want to face it.

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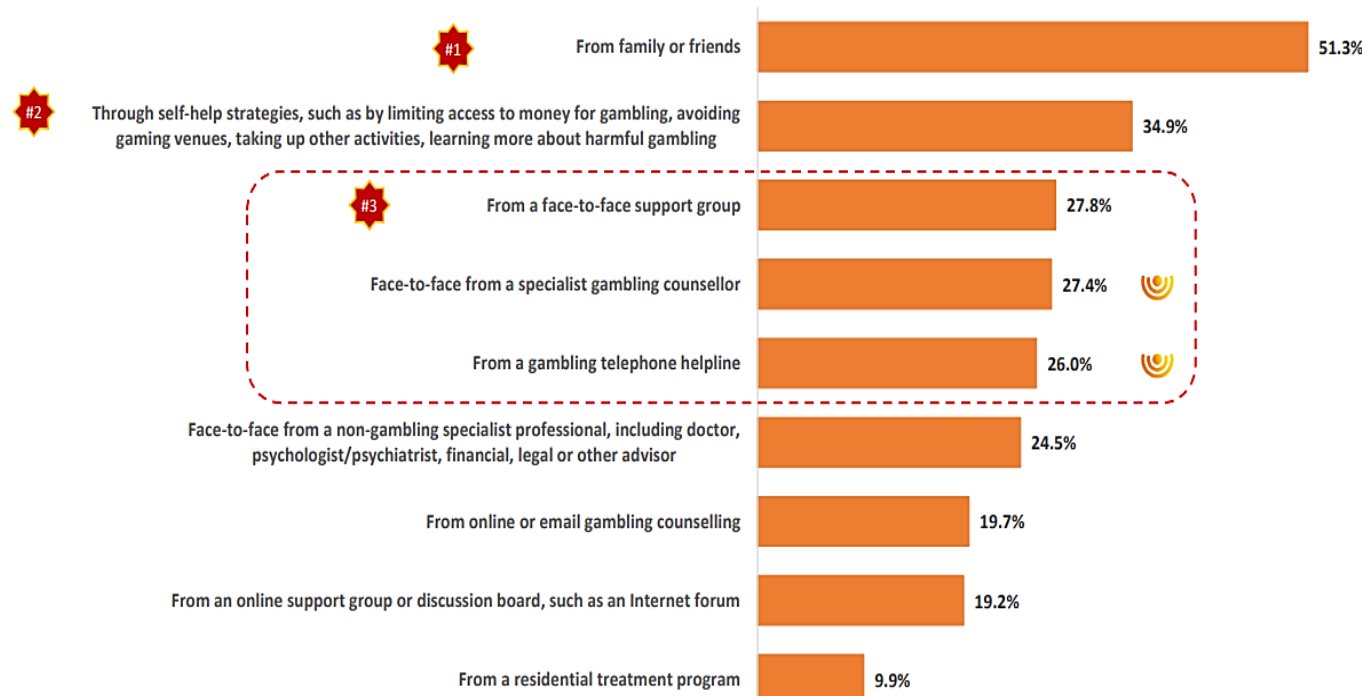
Note: 1. Q19. According to AFS' previous research, just over 50% of Asians were reluctant to seek help from professional counsellor services to solve their mental health related problems. Which of the following do you believe to be key barriers to seeking professional help for gambling-related problems? Please select all that apply.
Base: Total sample

Quotes from de-stigmatization within Asian people research: 11 in-depth interviews were conducted in April 2024. Six participants identified as individuals with lived experience of gambling, and five as significant others

Key Insights: Gambling Harm in New Zealand

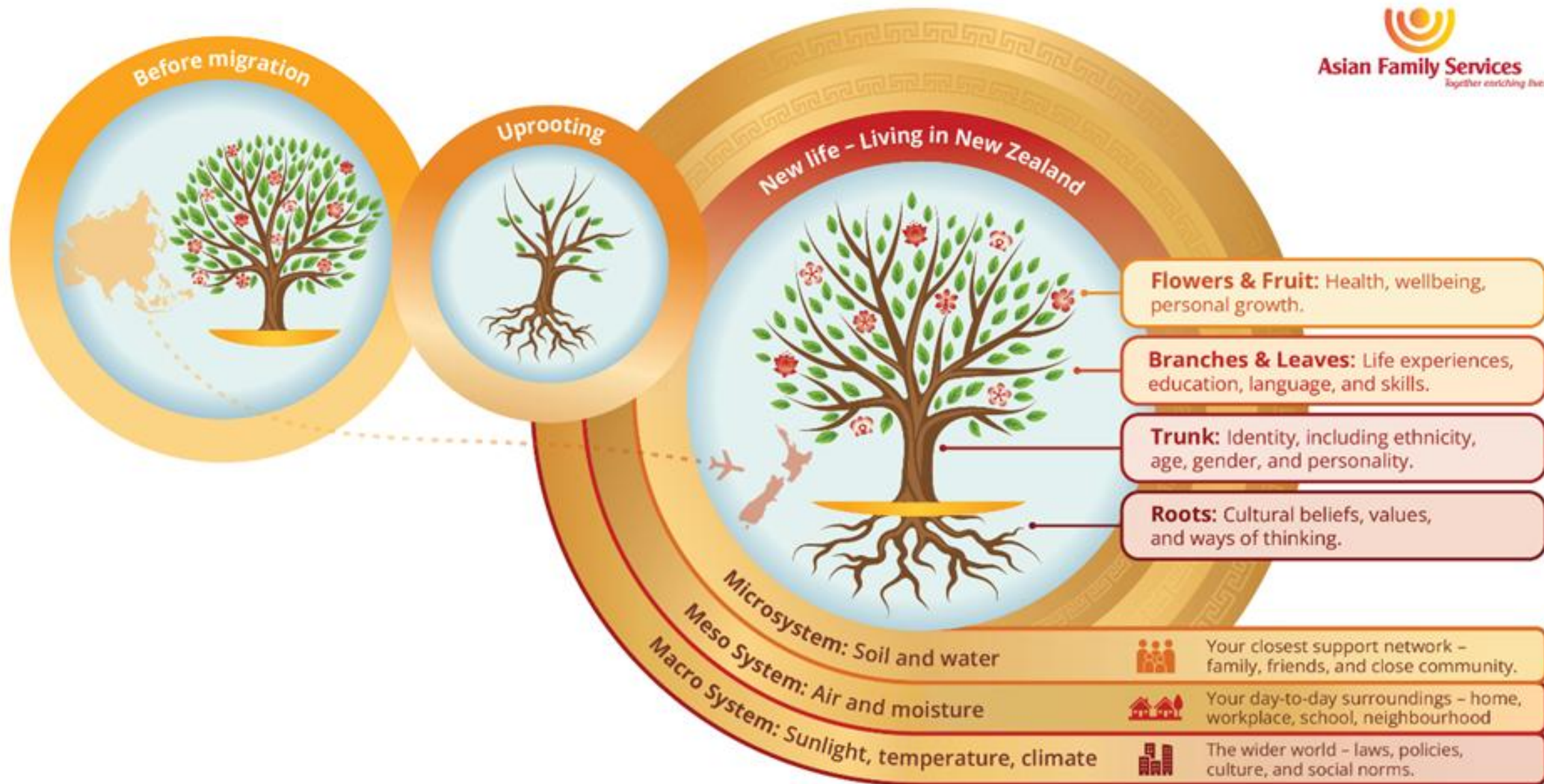
- Asian individuals are **9.5 times** more likely to experience moderate-risk or problem gambling than European/Other populations (Abbott et al., 2014; AUT National Gambling Study).
- Asian communities show significantly lower access to mainstream mental health services, due to **stigma, language barriers, and lack of cultural relevance** (WTMF Project, 2023).
- Telehealth **improved accessibility** and engagement for Asian clients, especially when bilingual options were available (AFS Telehealth Evaluation, 2021).

Gambling Support Seeking Channels for Asian People



Note: 1. Q18. According to AFS' previous research, 66% of Asians engaged in gambling activities in the last 12 months. The most common activity is buying a Lotto, Strike, or Powerball ticket which sits at 54%, however other activities are less common. If you were experiencing problems with gambling, which of the following would you seek help from? Please select all that apply.

Base: 705

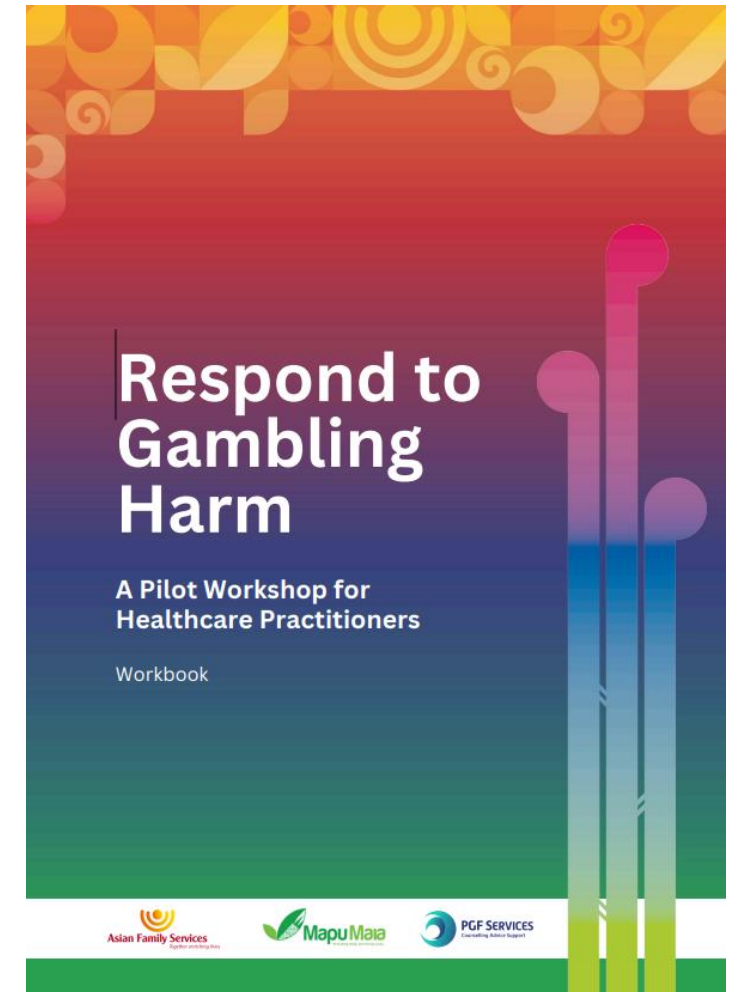
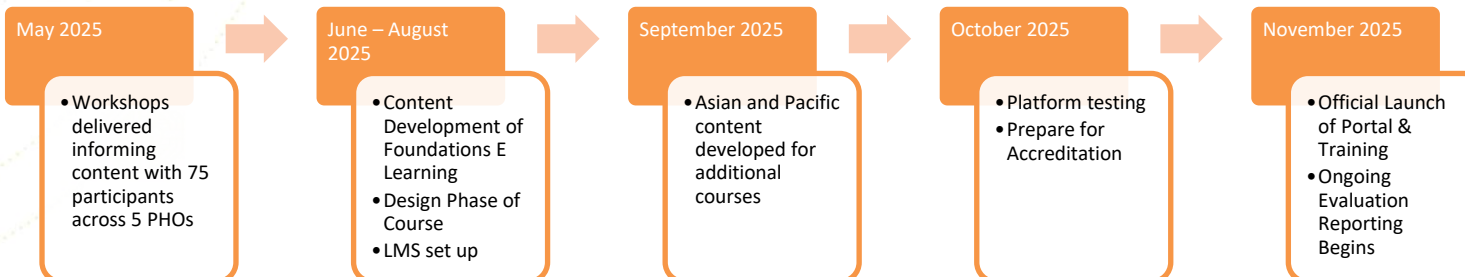


New Ways to Address Inequality

Project Aim: Equip primary care professionals to effectively identify, intervene, and refer individuals experiencing gambling harm especially within Asian, Māori, and Pacific communities.

Key Deliverables:

- Accredited E-Learning Package (NZ primary care context with specific Asian and Pacific lens)
- Centralised Online Portal (Learning Management System with access to these courses)
- Upskilled Access & Choice Workforce



What we do



Asian Family Services
Together enriching lives



**Gambling
Harm
Minimisation**



**Child Youth
Mental Health
Services**



**Suicide
Prevention/Postvention**



Research



**Asian
Wellbeing
Services**



**Workforce
Development**



Counselling



Asian helpline



Public Health



**Parenting
Programmes**



Resources



**Multi Venue
Exclusions**



Advocacy/Policy



**Cultural/Peer
Support**

Connect with AFS on Social Media



Facebook



Instagram



LinkedIn



WeChat

AFS_0800862342



YouTube



X (Twitter)



TikTok



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